

THE

WASHTECH NEWS

Your premier distributor of the finest vehicle wash systems, equipment, products and solutions in the Mid-Atlantic.

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BRINGING YOU NEWS FOR THE CAR WASH INDUSTRY



BEST IN CLASS

written by Craig Hanson, President

businesses to separate themselves from competition. Car wash operators, distributors and manufacturers must claim their spot in respective markets. Recently I listened to an operator describe this position process. "You see" he said, "for us it wasn't about washing cars, but about creating a business that would generate cash flow and a pre determined ROI, in a repeatable process." After looking at multiple car wash operations this operator found that the most duplicable model that met their predetermined criteria was the multi bay IBA. Three key parts to the plan were: 1-finding the best sites, 2-embracing the latest technology, and 3-establishing a support network to insure operational success. This strategy would allow their business to be the best in its class.

This made me ask myself, " am I running a best- in-class distributorship? Answering this question, I found, was a big process. First I had to separate every sector of our operation into categories. 1-Were our assets strategically located? 2-Does each part of our business embrace the latest technology? 3-Are we correctly aligned with our supply paths?

Well, my process answered some questions that helped me make some decisions that I had been delaying making. It is easy to operate status quo, but status quo will not keep you "best in class". As you look at your business I encourage you to ask the same questions. Cleaning technology is changing. Are you using the best products available? Your Washtech solution manager is current on all of the latest technology and knows what is working the best in your market. Most of our competitors offer one or two solution options to clean cars. Usually they have the high end product or the low end product as their suggestion. Washtech is a full provider. Because we sell the equipment too, and are held accountable for the cleaning, we can't just offer a limited menu. Cleaning a car varies from town to town and wash to wash. Soils vary, weather varies, pollutants vary, roads vary based on type of traffic, and lastly and probably most importantly, water quality varies. Due to these wide variations, we offer twenty, that's right twenty, different types of presoaks and detergents which our solution managers are trained on to give you optimal results for your cleaning conditions. That's a lot of inventory for us to carry, but to be best in class, it is a requirement.

When you supply or operate the latest car wash equipment, there is a lot of technology to manage. For Washtech that means constant training and upgrading, of both our customers and our own operations. Our technology managers have to know how to monitor and diagnose the latest equipment and marketing tools over the internet. All of our technicians must be comfortable with a lap top computer, Laser Wash G5, M5, and Access software. It's a lot to learn, but if you are best in class it is a requirement.

If you travel around the Mid Atlantic and North East, and look at IBA's that are washing a lot of cars, you will find that the most successful sites have several things in common. 1-They have well designed sites. 2-They are embracing technology in every way that they can. 3-They have chosen their partners wisely and have a solid business support chain.

TIME FOR

SPRING

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Enhance Your LaserWash® 4000

Upgrade Your Existing LaserWash® 4000 with New LaserWash® M5 Innovations.



BEFORE

The LaserWash M5 Enhancement includes PDQ's patented Virtual Treadle® new stylized bridge, selected signage, and new arch to provide customers with a new and enhanced wash experience.

With the LaserWash M5 Enhancement System, your wash will utilize the latest technology to provide instant car count, maintenance, and status reports. Remote diagnostics and programming will help you maintain its optimal efficiency from the comfort of your own home.

Update your LaserWash 4000 with an industry leading LaserWash M5 Enhancement System for a reduced price over a traditional complete package purchase.

You now have the opportunity to enhance your LaserWash 4000 wash bays with some of the latest innovations from the LaserWash M5.



AFTER

The LaserWash® M5 Enhancement includes the following new components:

- New Wash Bridge and Bay box (J2) • Power Box (J0) with wash controller • Integrated Virtual Treadle system
- In-Bay Sign (Instruction Sign) • New Arch – with stylish Blue Cover • Voice diagnostic system

Plus, you have the option of extending the warranty on your existing pieces to match the full warranty on the new LaserWash M5 components.

OPTIONAL WARRANTY EXTENSION APPLIES TO:

- Underbody • Pump Station Frame • Spot Free Pump • Solution Pump • Overhead Manifolds
- 25 HP Pump Motor • Main CAT or General Pump

Ask your PDQ distributor about upgrading your LaserWash 4000 with the new LaserWash M5 Enhancement System.



Vehicle Wash Systems
A BOWEN COMPANY

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**ASK YOUR
WASHTECH SALES
AND DEVELOPMENT
SPECIALIST FOR
DETAILS ON THESE
EXCITING
NEW PROJECTS.**

***STARTING AT \$38,500**

Call Washtech

1.800.448.4735

or

1.866.927.4832

***STARTING AT \$5,500**

Upgrade Your LaserWash® Image

Introducing the New LaserWash® 4000 Image Package by PDQ!



Image is everything. It immediately leaves an impression in your customers' minds about your wash and the experience they'll have at your location. Any decrease in your bay's appearance can greatly impact potential customer visits, resulting in a possible loss in profits. Understanding the way consumers think, we've developed an eye-catching image package designed exclusively for LaserWash® 4000 equipment that has been in use for less than five years. This product is perfect if your wash works fine but needs a facelift.

- For a minimal investment, you can update your bays with:
- New Fiberglass Bridge Front Cover With Eye-catching Graphics
 - New In-bay Instructional Signage with Easy-to-See LED lights
 - New Entrance Sign
 - New Service Confirmation Sign



Choose from 3 graphic themes including Bubbles, Checkered Flag and American Spirit.

Call 1-800-227-3373 for more information on how to improve the look of your LaserWash 4000!

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Vehicle Wash Systems
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True Product Value

People who have braces on their teeth, don't have them because they want braces. They have them because they want straight teeth! A simple, but accurate definition of true product value!

An interesting exercise for any business person is to take time and think about what they're really selling and what their customers are really buying. To illustrate this, a manufacturer of state-of-the-art MRI machines does much more than make and sell expensive equipment. They sell, and hospitals buy, high tech profit centers. They sell, and physicians buy, wonderful diagnostic abilities and professional confidence. They sell, and patients buy, piece-of-mind, hope and good health. Clearly, a lot more than equipment is being bought and sold!

Applying the same mental exercise to commercial carwashing results in similar discovery. Successful Laserwash operators and loyal Laserwash end-users know that the sales transaction involves more than just a clean car. We need to keep in mind that an experience with all sorts of emotions, expectations and reactions is being bought and sold! As Zig Ziglar teaches, "We don't buy what the product is; we buy what the product does for us."



**"WE DON'T BUY WHAT
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PRODUCT DOES FOR US."**

Everybody Sells!

Lots of people don't think they are "in sales". Consider this: Children sell their wishes and desires to their parents. Parents sell their children on the notion of doing their assigned chores. Teachers sell students on the necessity of doing their homework. Engineers sell management on funding their new ideas. Politicians sell their platform to voters. Employees sell employers on promotions. You get the idea!



Solution Manager of the Year

Will Joyce was selected as Solution Manager of the Year at the 2006 CSI Award Banquet in Las Vegas during the recent Car Care World Expo. Winning criteria included excellence in product knowledge, a highly professional and successful track record, and unparalleled customer service, satisfaction and retention.

Will's genuine customer concern and care coupled with his professional delivery and execution makes him and his customers true leaders in the industry. Congratulations, Will!

Team News!

Washtech is pleased to announce the addition of a new carwash sales and development specialist in New Jersey. Wayne Rossignol from Kearny, NJ joined our sales team in February, bringing plenty of energy, enthusiasm and sales expertise to this part of our territory. Customers can reach Wayne at 917-741-3857 and 866-927-4832.

attention

CAR WASH OWNERS!

Win!



Two Cruisin' Contests

Operators! Promote the "Name the Bear, Win a Mini!" consumer contest at your wash between July 1—September 30. If one of your customers submits the winning name for the Lustra Bear contest, they will win a 2006 BMW Mini Cooper. You win an all-expenses-paid

Alaskan cruise for two aboard Holland America Cruise Lines!

The more customers you get to enter, the better your chances to win!

< Lustra will provide marketing materials to help promote the "Name the Bear, Win a Mini!" contest.



CONTACT YOUR LOCAL LUSTRA™ DISTRIBUTOR TO FIND OUT MORE!

For contest details, visit www.LustraBear.com Or call: 800.225.2231

OFFICIAL CONTEST RULES AVAILABLE MARCH 12, 2006. Names of prior manufacturers are solely for the purposes of identification of the prize. No endorsement, authorization, sponsorship, or approval of BMW or Holland America of this contest is intended or implied.



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SPRING CLEANING!

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